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**REMARKS**

In response to the Advisory Action mailed on November 13, 2008, Applicants respectfully request reconsideration. Claims 1, 4-13, 17-22, 25-31, and 51-71 are pending in this application. Claims 1, 4-13, 17-22, 25-31, 41 and 44-50 are rejected. Claims 1, 11, 13, and 17-22 are currently amended. Claims 51-71 are new. Based on amendments being submitted in this reply, claims 1, 11, and 13 are independent claims, and the remaining claims are dependent claims. Applicants believe that the claims as presented are in condition for allowance. A notice to this affect is respectfully requested.

***Rejections under 35 U.S.C. §101***

Claims 13 and 25-31 are rejected under 35 U.S.C. § 101 as being directed to non-statutory subject matter. The Advisory Action indicated that amending the phrase “computer storage medium” to “computer readable memory device” would be acceptable to over come the pending rejection under 35 U.S.C. § 101. Applicants amend claim 13 accordingly. Claims 25-31 receive this amendment by virtue of dependency. Applicants respectfully request that the rejection under 35 U.S.C. § 101 be withdrawn.

***Rejections under 35 U.S.C. §103***

Claims 1, 4-13, 17-22, and 25-31 have been rejected under 35 U.S.C. §103 as being unpatentable over Bergman et al (5,909,678 06/01/99) in view of Kurowski et al (US-2002/0019844 02/14/02) in further view of Nunez (US-6,654,737 11/25/03) in further view of the W3C, HTML 4.01 Specification, Chapter 12, “Links,” pages 1-15, 12/24/99. Applicants respectfully traverse the rejection because the claims include limitations not taught or suggested by the cited prior art.

**Claim 1**

Amended claim 1 includes limitations not taught or suggested in the prior art reference. For example, claim 1 recites: “upon a selection of the hyperlink by the user, presenting the control for user interaction; and upon completion of user interaction with the control, replacing the element with a new element responsive to user action, and causing the presented control to disappear.” (Specification at page 4, lines 4-11.) Thus, the method of claim 1 claims describes a process that presents a control, such as a selection of choices, to a user upon selecting a hyperlink. Claim 1 also describes that after an element is selected, the control disappears. Applicants respectfully submit that the cited prior art reference combination does not describe this limitation, nor is the cited prior art reference capable of such functionality.

Accordingly, Applicants respectfully submit that claim 1 is in condition for allowance. Applicants respectfully request the rejection under 35 U.S.C. §103 be removed.

**Claims 11 and 13**

Applicants respectfully submit that claims 11 and 13 include patentable limitations as does claim 1. Claim 1 is a process claim. Claims 11 and 13 are product and system claims having similar limitations and amendments as those in claim 1. For applicable reasons, Applicants respectfully submit that claims 11 and 13 are likewise patentable over the reference combination. Applicants respectfully request that the rejection under 35 U.S.C. §103 be removed.

**Claims 4-10, 12, 17-22, 25-31, and 51-71**

By virtue of dependency, Applicants respectfully submit that all of the dependent claims are in condition for allowance as well. Note that the dependent claims recite further patentable distinctions over the cited prior art for consideration.

***Newly Added Claims***

Claims 51-71 are new and each depends directly or indirectly on one of independent claims 1, 11, or 13. The newly added claims are supported by the specification. Support for claims 51, 58, and 65 is found in the specification at page 4, lines 4-6 and 12-15, and at page 2 lines 1-2. Support for claims 52, 59, and 66 is found in the specification at page 1, lines 14-19. Support for claims 53, 60, and 67 is found in the specification at page 3, lines 25-29. Support for claims 54, 61, and 68 is found in the specification at page 4, lines 1-3. Support for claims 55, 62, and 69 is found in the specification page 4, lines 1-3. Support for claims 56, 63, and 70 is found in the specification at page 4, lines 22-24. Support for claims 57, 64, and 71 is found in the specification at page 4, lines 12-15.

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***Summary***

Applicants respectfully submit that the claims in the subject application are patentable over the reference combination because the reference combination fails to teach or disclose all of the features of the claimed invention. Thus, Applicants submit that the pending claims are in condition for allowance.

Applicant(s) hereby petition(s) for any extension of time which is required to maintain the pendency of this case. If there is a fee occasioned by this response, including an extension fee, that is not covered by an online payment made herewith, please charge any deficiency to Deposit Account No. 50-3735.

If the enclosed papers or fees are considered incomplete, the Patent Office is respectfully requested to contact the undersigned collect at (508) 616-9660, in Westborough, Massachusetts.

Respectfully submitted,

/joshuadmather/

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